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**Propaganda Techniques**

Propaganda designers have been putting messages into television commercials, news programs, magazine ads, and other things we read and see for years. These messages have been carefully designed to influence our opinions, emotions, attitudes and behavior. Their purpose is to persuade us ***to believe in something* or *to do something***that we would not normally believe or do. These messages have been designed to benefit someone, ***and that someone may not be you***!

The word propaganda refers to ***any technique*** that attempts ***to influence*** the opinions, emotions, attitudes, or behavior of ***a group*** in order ***to benefit the sponsor***. The techniques of propaganda are used every day, in the military, in the media, in advertising, in politics, and in all sorts of human relationships.

**Glittering Generalities - The act of referring to words or ideas that evoke a positive emotional response from an audience**. They appeal to such emotions as love of country, home; desire for peace, freedom, glory, honor, etc. **Example:** Food products will quickly label their foods as low fat hinting that they are more healthy, when, in fact, the product might be high in calories. <http://www.youtube.com/watch?v=9LzMtL6cT4I>

**Card Stacking - The strategy of showing the product’s best features, telling half-truths, and omitting or lying about its potential problems. Example: Drug manufacturers skim over the possible harmful side effects of their products.** <http://www.youtube.com/watch?v=Nzc6ZRHMzGY>

**Testimonial -** A public figure or a celebrity promotes or endorses a product or service, a policy, or a political candidate. **Examples:** an actor speaks at a political rally or National Convention. <http://www.youtube.com/watch?v=qsC3lI43deQ>

**Transfer - The act of relating something or someone we like or respect with a product. Symbols are constantly used in this form of propaganda. Example:** Chipotle commercial showing how they no longer use factory raised animals in their products. <http://www.youtube.com/watch?v=aKsI-mBFAyo>

**Name Calling -** Negative words are used to create an unfavorable opinion of the competition in the viewer’s mind. **Example:** <http://www.youtube.com/watch?v=r1D1jI61ckY&feature=relmfu>

**Bandwagon -** This technique attempts to persuade people to take a course of action that "everyone else is taking." "Join the crowd. **Example:** McDonalds touts that billions have been served. <http://www.youtube.com/watch?v=rdhWIs76K80>

**Plain Folks or Common Man:** The "plain folks" or "common man" approach attempts to convince the audience that the propagandist's positions reflect the point of view of the average person. **Examples:** the President eats at McDonalds, a presidential candidate is videotaped at his home making pancakes like the average citizen. <http://www.youtube.com/watch?v=FlPvfXNR1j4&playnext=1&list=PL37380007D42A6133&feature=results_main>